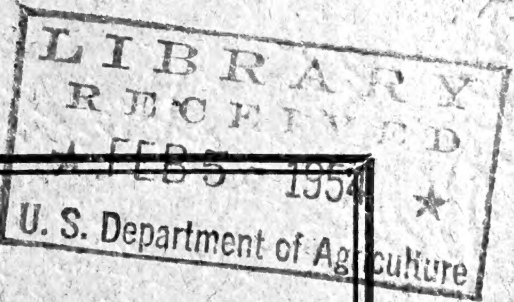


Index **

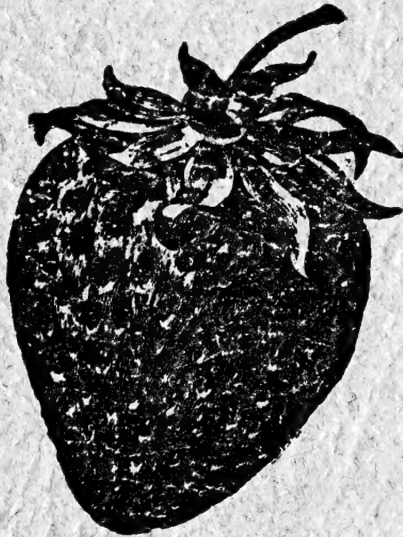


1954

Catalogue and Price List

RENNIE'S HIGH GRADE *Strawberry Plants*

New England's Best



GEORGE RENNIE FARM

Strawberry Specialists

ANDOVER

MASSACHUSETTS

Telephone 706

2 GEORGE RENNIE FARM, ANDOVER, MASS.

1908 -- 1954

Once again we are pleased to greet our many customers, both old and new. We thank them heartily for their patronage. We especially thank those who have recommended our plants to their neighbors and friends.

For 46 years we have been growing and shipping strawberry plants, starting in 1908 in a small way. The business has increased from a few thousand plants the first year, until now we are shipping plants to all the northeastern states. The land here is ideal for growing plants, a light sandy loam, which allows the plants to go down deep into the soil, making very large roots that are sure to grow. We grow all our own plants and if we should be sold out of any variety, we say so. In digging plants we dig the whole row, discarding all small plants, also the old or mother plants. Our plants are all dug after your order is received, taken to the packing room, cleaned and trimmed, ready to set out in the field. This trimming of the plants makes them very easy to set out and saves you much time and labor, just when you are rushed with your Spring work.

Trusting that we shall continue to receive a share of your patronage and hoping that this will be a successful and prosperous year for you, we are

Very truly yours,

THE GEORGE RENNIE FARM

Wallace Rennie, Owner

BRIEF CULTURAL DIRECTIONS FOR THE BEGINNER

Soil. Almost any land that will grow corn will grow strawberries.

When to Plant. The earlier in the Spring the better. As soon as you can prepare the ground in good shape so the Spring rains will give the plants a good start. Plants do best when set before they start to grow very much.

Preparing the Ground. Spade or plow under a good coat of barnyard manure, then harrow till it is nice and mellow. If barnyard manure can't be had you can use hen manure or a 5-10-5 fertilizer, 1,000 lbs. to the acre spread broadcast, then harrow it in.

Planting Distance Apart. We recommend making the rows four feet apart and setting the plants 18 to 30 inches in the row depending on the variety and the fertility of the soil. On good land vigorous plants set at 24 to 30 inches between plants will make a good fruiting row. You will get a bigger yield and the berries will be fancier than if the plants were set nearer and allowed to mat too close. This will also make the initial cost of your planting lower.

Setting the Plants. A good many strawberry growers use a spade to make the holes to set the plants in, one man to make the holes and another to set the plants. Others use a mason's trowel. Push it straight down in the ground, then push back and forward, this makes a V shaped opening. Hold the plant with the left hand while you fill in the earth with the right, then firm the earth around the plant. Be sure to set plants very firm in the

ground. More plants die every year from being set too loose in the ground than all other causes combined. Great care should be taken to set the plant at the right depth, with the crown of the plant even with the surface of the ground.

Picking Blossoms from New Set Plants. The standard or June bearing varieties are not expected to produce a crop the year they are planted. The blossom stems should be pinched from all plants as soon as they appear. This throws the strength into the plant and makes strong, healthy plants that will grow a big crop of fruit the following season. Everbearing varieties should have all blossoms picked off until July 1st of the first year. This will give you berries during late Summer and Fall the year they are planted.

Cultivation. We recommend shallow cultivation as soon as the plants are set. This levels the ground and holds the moisture. Cultivation should be kept up right through the growing season. About the last of November plants should be covered with two inches of meadow hay, rye straw or pine needles, or any covering you may have handy provided it is free from weed seeds.

Profit and Pleasure in Growing Strawberries. Strawberries yield quicker returns than any other fruit crop. With no other fruit crop can you set plants or trees one Spring and harvest a full crop of fine fruit the next Spring. "Strawberries bring in early money." They are one of the first crops to be harvested in the Spring. They bring in money when most needed just after a hard Winter. No other crop has brought the farmer as much profit during the past few years as the strawberry crop.

STANDARD VARIETIES
✓ Howard 17 (Per.) Early

Howard 17 has been the leading early berry since it was introduced in 1915.

Howard 17 does well on any kind of soil and is a heavy yielder of bright, glossy colored berries.

Our stock of Howard 17 is limited this year and we are sorry, but can only supply in lots up to 200 plants per customer.

By Parcel Post Prepaid

25 Plants	50 Plants	100 Plants	200 Plants
\$1.25	\$2.25	\$3.50	\$6.50

By Express or Called For at Farm

25 Plants	50 Plants	100 Plants	200 Plants
\$1.00	\$2.00	\$3.25	\$6.25

✓ PREMIER EXTRA EARLY

We have always believed Howard 17 and Premier to be of the same variety. However, some of our customers have purchased the plants under the name of Premier. We purchased our Premier plants from a leading Michigan grower, and any of our customers may have the true Premier by ordering them under that name.

By Parcel Post Prepaid

25 Plants	50 Plants	100 Plants	200 Plants
1.25	\$2.25	\$3.50	\$6.50

By Express or Called For at Farm

25 Plants	50 Plants	100 Plants	200 Plants
\$1.00	\$2.00	\$3.25	\$6.25

A Satisfied Customer is Our Best Advertisement

✓ CATSKILL (Per.) Midseason

The Catskill is a midseason berry; ripens about a week after the Howard 17. A cross of the Marshall and the Howard 17, the plants are large, vigorous and yield real heavy crops. The berries are very large, firm, bright red in color, glossy and attractive, and good quality. The bright shiny red berries make an attractive package in the basket or in the crate. The berries are so large they should be sold in trays rather than in crates. On rich land the Catskill makes too many plants and should not be allowed to set too many as we find the largest and finest berries are always where plants are fairly wide apart. The Catskill keeps good size to the last picking and to be at its best should have fairly heavy and rich land. Anyone growing for market cannot go wrong in planting Howard 17 for an early berry and Catskill for a midseason to late berry. The berries are produced on strong stems that keep the berries up off the ground. They dry off after heavy rain and you get very few rotten berries. The Catskill is getting to be better known now. Every year we increase our planting of Catskill.

By Parcel Post Prepaid

25 Plants	50 Plants	100 Plants	200 Plants
\$1.25	\$2.00	\$3.25	\$6.25
300 Plants	400 Plants	500 Plants	1000 Plants
\$8.50	\$10.50	\$12.00	\$23.00

By Express or Called For at Farm

25 Plants	50 Plants	100 Plants	200 Plants
\$1.00	\$1.75	\$3.00	\$6.00
300 Plants	400 Plants	500 Plants	1000 Plants
\$8.25	\$10.25	\$11.75	\$22.50

↓ ROBINSON (Scarlet Beauty) Per.

Robinson, also known as Scarlet Beauty, is a medium size plant with long root system and is a vigorous grower. They should not be set closer than 30 inches between plants to help keep them from crowding.

The berries are a brilliant red color, have honey sweet flavor and are very large and firm and keep their size until the end of the picking season. Include a few Robinson in your order this Spring and compare them with your other varieties.

By Parcel Post Prepaid

25 Plants	50 Plants	100 Plants	200 Plants
\$1.25	\$2.00	\$3.25	\$6.25
300 Plants	400 Plants	500 Plants	1000 Plants
\$8.50	\$10.50	\$12.00	\$23.00

By Express or Called For at Farm

25 Plants	50 Plants	100 Plants	200 Plants
\$1.00	\$1.75	\$3.00	\$6.00
300 Plants	400 Plants	500 Plants	1000 Plants
\$8.25	\$10.25	\$11.75	\$22.50

How to Reach Our Farm by Automobile

Come to Andover Square, then go down Central Street and under the railroad bridge, keep to the left, then first right. Our farm is the tenth house on the right on Argilla Road.

You will do us a favor by showing this catalogue to your friends.

↓ EMPIRE (Per.)

Empire is a new variety introduced at the Geneva Experiment Station in 1950 by Dr. George L. Slade. It is a mid-season variety ripening about the same time as Catskill. It is a vigorous grower and plants should not be set closer than 24 to 30 inches in the rows. The berries are large, very attractive and hold their size well during the whole season. Empire quality is better than Howard 17, but not quite as good as Catskill. We think this is a most promising new variety and we highly recommend that you plant some for trial this season.

By Parcel Post Prepaid			
25 Plants	50 Plants	100 Plants	200 Plants
\$1.25	\$2.25	\$3.50	\$6.50
300 Plants	400 Plants	500 Plants	
\$8.75	\$11.00	\$13.00	

By Express or Called For at Farm			
25 Plants	50 Plants	100 Plants	200 Plants
\$1.00	\$2.00	\$3.25	\$6.25
300 Plants	400 Plants	500 Plants	
\$8.50	\$10.75	\$12.75	

↓ SPARKLE (Per.)

Sparkle is a midseason to late berry that was recently introduced by the New Jersey Experiment Station. It is a vigorous grower (plants should not be set closer than 30 inches in rows) and heavy yielder of medium size berries. The berries are of the highest quality and have a sparkling ap-

A Satisfied Customer is Our Best Advertisement

pearance. This variety is recommended for freezing.

By Parcel Post Prepaid			
25 Plants	50 Plants	100 Plants	200 Plants
\$1.25	\$2.00	\$3.25	\$6.25
300 Plants	400 Plants	500 Plants	1000 Plants
\$8.50	\$10.50	\$12.00	\$23.00

By Express or Called For at Farm			
25 Plants	50 Plants	100 Plants	200 Plants
\$1.00	\$1.75	\$3.00	\$6.00
300 Plants	400 Plants	500 Plants	1000 Plants
\$8.25	\$10.25	\$11.75	\$22.50

FAIRFAX (Per.)

Fairfax is an early ripening berry, very firm and one of the sweetest berries grown. You can't beat it for flavor. It is dark red in color. Unless it has the land that suits it, the berries do not keep their big size and the yield will not be as heavy. We recommend it to home gardeners or growers who prefer quality rather than quantity.

By Parcel Post Prepaid			
25 Plants	50 Plants	100 Plants	200 Plants
\$1.25	\$2.00	\$3.25	\$6.25
300 Plants	400 Plants	500 Plants	1000 Plants
\$8.50	\$10.50	\$12.00	\$23.00

By Express or Called For at Farm			
25 Plants	50 Plants	100 Plants	200 Plants
\$1.00	\$1.75	\$3.00	\$6.00
300 Plants	400 Plants	500 Plants	1000 Plants
\$8.25	\$10.25	\$11.75	\$22.50

**If You Order Late in the Season Give a
Second Choice**

✓ GEM EVERBEARING (Per.)

We have tried most of the everbearing varieties and we consider Gem to be one of the best.

Introduced to the trade in 1934, Gem makes a vigorous growth of medium sized plants. The foliage is very healthy with no leaf spot. The berries are average in size, bright red in color, very showy and attractive in a box. We suggest the Gem to home gardeners who wish to have berries out of season during August, September and October. We do not consider the everbearing to be profitable when grown commercially.

Gem does well grown in the hill system or narrow row. For the narrow row set plants 18 inches apart in the row, with rows 3 1-2 feet apart and let each plant make six to eight runner plants.

Gem plants should be set as early as you can prepare the land in good shape. Keep all blossoms picked off until July 4th. They should start to fruit about August 1st and continue to fruit until the last of October. They will also bear a crop the next Spring. The Spring crop we do not recommend for table use as we find the berries very tart. However, they make excellent jam or jelly.

	By Parcel Post	By Express or Called For at Farm
	Prepaid	Not Prepaid
25 Plants	\$ 1.75	\$ 1.50
50 Plants	3.25	3.00
100 Plants	5.00	4.75
200 Plants	9.00	8.75
300 Plants	12.00	11.75
400 Plants	14.00	13.75
500 Plants	16.00	15.75
1,000 Plants	30.00	29.50

↘ SUPERFECTION EVERBEARING (Per.)

Superfection was originated in Michigan by the same man who brought out Gem. It is similar to Gem in many ways. With us Superfection sets a heavy crop of berries in the Fall and they hold their size well. To have fresh berries during August, September, and October, we would suggest that you plant some Superfection this Spring.

Prices same as Gem.

NOTICE

We do not have strawberry plants for sale in the Fall. We find that plants set in the Spring usually start to grow faster and are easier to take care of. There is also a danger that Fall set plants may winter kill.

The Commonwealth of Massachusetts**DEPARTMENT OF AGRICULTURE**

Division of Plant Pest Control and Fairs

Official Certificate No. 69

Boston, July 20, 1953

To Whom It May Concern:

This is to certify that I have this sixteenth day of July completed the inspection of the strawberry stock of George Rennie Farm grown at Andover, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or Garden.

This certificate good until July 1, 1954.

Inspected by P. C. Kuzmiski

(Signed) Q. S. LOWRY
Assistant Director.

ORDER YOUR PLANTS EARLY

When your order is received by us it is booked and the plants are reserved in the fields until the time you want them. We estimate the number of plants we believe we have in the fields and as soon as we have booked this amount we are forced to refuse any more orders. Later in the season as our back orders are filled, we sometimes have a few more plants and start taking more orders again. This may explain to some who had their orders refused and later find a neighbor or friend was able to get plants much later in the season from us. We try to play no favorites and treat all our customers the same.

The next two or three years should be very profitable for the man who has the time to give good care to his strawberry plants. Fancy berries sold in this section last year at very good prices, and stores could not get enough of them to supply their trade. It will take you no longer to plant, cultivate and harvest your berries at these good prices than when they are sold for much less and therefore your margin of profit will be much larger per quart than before.

Again we say, if you are planning to order some of our plants won't you place your order early so we may reserve your plants for you.

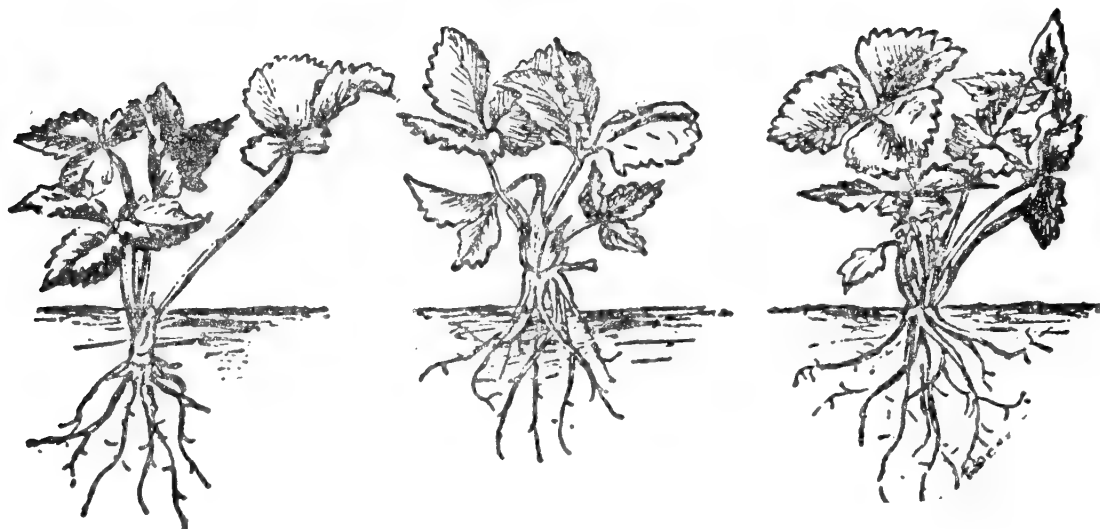
If you should order your plants over the phone be sure you get the right number. Andover 706. Ask for George Rennie Farm.

SPACING OF PLANTS

Most growers allow far too many plants to set in the row. We believe that the largest crops of the finest berries can be grown in rows two and a half to three feet wide with runner plants spaced seven or eight or even nine inches apart. Any plants that set closer than this should be treated as weeds and should be cut off with the hoe when hoeing the plants. Have one end of the hoe very sharp for this purpose. In the matted row you will find the most and largest berries are at the side of the rows. That is because they have more moisture than plants in the middle of the rows. In the spaced rows they have all the moisture they need to make large fruit. In the spaced rows you have very little rot as they dry off better after rain. You also get larger berries in a dry season. We have a customer on the North Shore who set out 500 Howard 17 plants. He allowed each plant to make only eight runners spaced nine inches apart and he picked from the 500 plants 1300 quarts of berries. Many of the growers in that town are following his system now. Some growers may think this is too much work. Suppose you try spacing the plants in two or three rows and compare these with the rest of your bed.

**If You Order Late in the Season Give a
Second Choice**

PLANTING DEPTH



Too Deep

Too High

Just Right

HOW WE PREPARE OUR LAND FOR STRAWBERRIES

We plant one quarter of our land to strawberry plants every year. Every fall the land that is not in strawberries is planted to Winter Rye. This is plowed under in the Spring, about the middle of June. Then we plant buckwheat and this is plowed under when it starts to form seed. This keeps the land well filled with humus and holds the moisture. When a dry time comes the plants never show it.

We fertilize with hen manure mostly and stable manure when we can get it. This is plowed under in the Fall. The land is plowed again in the Spring, then harrowed until it is nice and mellow and ready for planting. We always try to get our plants set out as early in the season as possible. About two weeks after planting we use a 5-10-5 fertilizer to start the plants, a handful to every five or six plants, then hoe it in.

Woodbury Road
Cordaville, Mass.

May 8, 1953

George Rennie Farm
Andover, Mass.

Gentlemen:

I recently ordered 100 Catskill strawberry plants from you and they are the best plants I have bought for several years. They are planted on heavy land and should do well.

I find I have more space than I believed I had, and would like to set out 100 Sparkle strawberry plants. Please send these as soon as possible, and payment is enclosed in the amount of \$3.25.

Thanking you for your prompt attention.

Yours truly,

(Signed) CHARLES F. PALMER

Worrad Poultry Farm
Reeds Ferry, N. H.

March 10, 1953

George Rennie Farm
Andover, Mass.

Gentlemen:

Please send 500 Howard 17 plants as soon as you consider it is warm enough for planting. Your plants have always done well for us. Check is enclosed.

Very truly yours,

(Signed) RUTH E. WORRAD

**We Pay Parcel Post Charges -- You Pay Express
Charges**

16 GEORGE RENNIE FARM, ANDOVER, MASS.

77 Center Road
Shirley, Mass.

April 27, 1953

George Rennie Farm
Andover, Mass.

Dear Sirs:

Enclosed please find check for which please send me
50 Howard 17 strawberry plants.

I received 100 of your Superfection Everbearing plants
and they are wonderful plants.

Yours truly,

(Signed) ARTHUR B. HARTFORD

23 Plymouth Avenue
Nashua, N. H.

March 12, 1953

George Rennie Farm
Andover, Mass.

Dear Sirs:

Please place my order for 25 Howard 17 and 25
Robinson strawberry plants. Please ship on or after
April 25th.

Enclosed please find my check in payment for same.

My previous plants from you turned out very well
and gave me an excellent crop.

Yours truly,

(Signed S. H. JACKSON

Order your plants early. A small remittance is
all that is required with your order. Send balance
when you want plants shipped.

PLEASE USE THIS ORDER BLANK

GEORGE RENNIE FARM

Strawberry Specialists

Andover, Mass.

Please forward to Date of Order

Name

Street R. D. No.

Post Office State

**Express Office Ship by
(Mail or Express)**

Ship Plants on or about

Please write name and address plainly, and fill all blanks. Always state how goods shall be sent, attach price to each article and add up accurately. **MAKE CHECKS OR MONEY ORDERS PAYABLE TO GEORGE RENNIE FARM.**

QUANTITY	VARIETY OF STOCK ORDERED	PRICE	
		DOLLARS	CENTS
	Howard 17		
	Premier		
	Empire		
	Catskill		
	Robinson (Scarlet Beauty)		
	Sparkle		
	Fairfax		
	Superfection Everbearing		
	Gem Everbearing		
Total			

[illegible]

If You Order Late in the Season Give a Second Choice

Ames Hollow Road
Portland, Conn.

March 18, 1953

George Rennie Farm
Andover, Mass.

Dear Mr. Rennie:

Let me add my praise to that of your other customers. I've grown strawberries off and on for 20 years and your plants were so much superior to any others that I could hardly believe my eyes when the package was opened. No wonder you can't fill all orders.

Congratulations for your high standards.

Sincerely,

(Signed) MARGARET P. HARPER

Middletown Road
Northford, Conn.

April 15, 1953

George Rennie Farm
Andover, Mass.

Dear Sirs:

Very pleased with condition of strawberry plants received. Glad we discovered you people.

Thank you.

Yours truly,

(Signed) FRED BIANCHI

NOTE: Mr. Bianchi ordered 200 Howard 17, 800 Catskill and 200 Robinson plants.

A Satisfied Customer is Our Best Advertisement

Be Your Order Large or Small, We Will Treat You "On The Square"

Terms — Cash must accompany all orders. No plants shipped C. O. D.

How to Remit — Post Office, Express, Money Order, Registered Letter or Bank Draft.

Claims — Must be made on receipt of plants, so that mistakes (should any have been made), may be promptly corrected.

All plants are fresh dug when wanted, kept away from both sun and wind, taken to the packing room to be **trimmed** ready for planting; tied in bunches of 26, labeled and set in moss in light boxes or crates, and delivered to the post office or express office at Andover, Mass.

We take the greatest care to have all plants true to name and in case any should prove otherwise we will not be liable for any amount greater than paid us for the plants.

Orders should be sent as soon as possible and your order will be booked and shipped when wanted.

A card will be sent notifying you when plants are shipped by express, so you can be on the lookout for them.

GEORGE RENNIE FARM, Andover, Mass.

Get Your Order in Early